



CYNTHIA A. HARDING, M.P.H.  
Interim Director

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December 1, 2014

TO: Each Supervisor

FROM: Cynthia A. Harding, M.P.H.  
Interim Director

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO AMEND  
CONTRACT NUMBER PH-000569 WITH KCBS MARKETING, INC. FOR THE  
PROVISION OF HIV/STD SOCIAL MARKETING SERVICES**

This is to notify you that I am exercising the delegated authority approved by your Board on December 10, 2013, to execute amendments to the above-referenced agreement that provide an increase or decrease in funding up to 10 percent above or below the annual base maximum obligation, effective upon amendment execution or at the beginning of the applicable contract term, and make corresponding service adjustments, as necessary, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.

Under this authority, I will amend Contract Number PH-000569 with KCBS Marketing, Inc. to increase the annual funding by \$75,000 for the term of January 1, 2014 through December 31, 2014, increasing the annual obligation from \$800,000 to \$875,000; 100 percent offset by net County cost.

The additional funding will support social marketing activities requested by the Department of Public Health to raise awareness about meningococcal disease (meningitis) prevention and vaccination opportunities for men who have sex with men. The additional funding will also enable the agency to replenish the depleted stock of HIV/STD marketing materials and undertake web updates for the "Don't Think Know" campaign.

County Counsel has reviewed and approved the amendment as to use and this delegated authority action.

If you have any questions or require additional information, please let me know.

CAH: jlm  
DA# 03155

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors